

## SILVER WILL SELL \$695 DORT CAR

Will Introduce New Car Tomorrow in Connection With Full Chalmers Display

The covering of C. T. Silver's show windows caused to end of comment and curiosity among motorists and other passers during the past few days. However, the fact that he has taken on the Dort car, it will make it bow in the Eastern field under the Silver star.

It will be remembered that Mr. Silver built up a tremendous business in the Dort car (1915). Since taking over the Chalmers line, however, for whom he did business he urged him to handle a low priced car which would fit in and not compete with the Chalmers, and thus enable them to continue their business relations.

Several small car propositions have literally been buried at him during the past few months, but the business he could practically write his own ticket. Mr. Silver is strong for quality, and as he has a high regard for the good will of those with whom he does business, he chose the Dort, manufactured by one of the old and most conservative firms in the automobile business, the Dort Motor Car Company of Detroit, Mich., which company is an outgrowth of the Durant-Dort Carriage Company.

Summed up, the Dort is a car of remarkable individuality and it will not be long before New Yorkers will give it proper recognition. It combines in its make-up, and at a moderate price, most of the quality talking points of the big expensive cars. It is fitted with the Westinghouse two unit starting and lighting system, with the Bendix automatic on the starting motor pinion. Needless to say, the car requires no repairs. Another high price car feature is the dual exhaust of the Dort. This eliminates back pressure and gives additional power to the long stroke of the motor.

The Dort for 1917 comes in two models—a five passenger touring and a three passenger coupe roadster. Both are divided front seats and the obvious advantages that go with it. Both models come with all the 1917 improved equipment—one man top, which folds down at a graceful angle, chrome fenders, non-slip tires on rear wheels, split adjustable windshield, demountable rim, and so forth, and for the winter a sedan and a winter detachable top model are supplied.

Mr. Silver will act as distributor for the Dort in New Jersey north of and including Monmouth and Mercer counties; in New York, south of and including Dutchess, Ulster and Sullivan counties; in Connecticut, Middlesex and Hartford counties, and in Pennsylvania, Wayne and Pike counties.

Incidentally the advent of the Dort under the auspices of C. T. Silver also marks the formal opening of his Chalmers campaign. When the curtain goes up at his showroom tomorrow all the newest models in closed and open cars will be on view and many surprises are in store for those whose fancy runs to the artistic in motor cars. Much of the interior decorative work and upholstery on the Chalmers winter jobs has been thought out and supervised by Lady Duff Gordon, foremost in fashion ranks. A few samples of Mr. Silver's own design, both in special body work and upholstery, will also be shown.

Most striking among the new Chalmers closed models is the touring sedan for all year round use. Following the slanting lines of the windshield the body design is new without being bizarre. Seating six passengers, the sedan can be changed in a few moments from a winter limousine to a summer touring car. The glass sides fold away neatly into special compartments and the change can easily be made even by women passengers. The driver's seat is of the club chair type, deeply upholstered. Next to it, but separated by an aisle, is a folding chair seat that swings out of the way when not in use. Upholstery is of heavy Bedford cloth, which comes in either black and white or buff.

The Chalmers touring car is of the type usually gaining popularity among city dwellers. The driving compartment is open, allowing unobstructed view in all directions. But the driver and footman are shielded from the elements by an emergency storm curtain. Within the enclosed compartment there are accommodations for five. The two auxiliary seats when not in use are folded away in the compartment wall and are invisible. Listed with the very complete equipment of all Chalmers closed cars are

## Big Metropolitan Dealer and His New Acquisition.



CHALMERS FORMAL OPENING MONDAY OCTOBER 2

Dort Touring Car, \$695.



C. T. Silver

## SUPER SIX FEATS MAKE BIG SALES

Haupt Has Done \$3,000,000 Business Since Last January.

It is interesting to note the effect which the continued victories of the Hudson Super Six are having on the sale of the car all through the country. Take this city, for instance. Harry S. Haupt, in a comparatively small territory, has sold approximately 1,500 cars since the present model was brought out in January. Now, the Hudson factory turns out eight models: a phaeton at \$1,475, a roadster at \$1,475, a cabriolet at \$1,775, a touring sedan at \$2,000, a limousine at \$2,750, a town car at \$2,750, a limousine landulet at \$2,850 and a town car landulet at \$2,850. The total price of these models is \$17,925 and the average for each is \$2,240. Figuring on a basis of \$2,000, however, Mr. Haupt has done in short of nine months a business in the neighborhood of \$3,000,000.

This tremendous volume of business speaks strongly for the cause of actual performance. It shows that the public puts a premium on it as opposed to abstract reasoning. The manner in which the Hudson has gone after every record of note has warmed up the blood of motorists generally and particularly that of veterans of the early days. The latter recall that mere claims never got a car anywhere. In those days it had to get out and compete for its laurels.

As a matter of fact, Mr. Haupt says, conditions are not materially altered now, but a great amount of caution is being exercised by buyers in their attempts to secure public prestige via the record breaking route. And for that matter the public is not a whit less interested in record breaking, as witness the attendance at the mammoth speedways throughout the country.

**60 YEARS OLD—THEY TOUR.**  
Oldsmobile Owner and His Wife Travel Far.

E. B. Sweazy and his wife of Fresno, Cal., each of them more than 60 years old, are making a 15,000 mile circle tour of the United States in an Oldsmobile. They carry full camping equipment in the tonneau and camp by the roadside when the weather permits. The Sweazys came east over the Lincoln Highway to Chicago, then visited the Oldsmobile works at Lansing, Mich., and proceeded to Syracuse, N. Y., where they visited relatives. They are somewhere in the East at the present time. After visiting New York and Washington the Sweazys expect to go south to Augusta, Ga., and New Orleans and then over to El Paso, Tex. Then they will follow the Sunset Trail home. They started last March and expect to complete their journey about Christmas time.

**H. A. L. Enters Hill Climb.**  
For the debut of his competitive field the makers of the H. A. L. have entered the famous Despair hill climb scheduled for Sunday, Oct. 2. H. A. L. is a product of the Holman-Holman company, motor-building ground. On the route of the factory at Cresskill, N. J., Saturday, when he learned of the decision to limit the class to 100 cars, he decided to enter a car for the Despair hill climb. The entry is for a roadster to be driven by H. A. L. with a piston displacement of 400 cubic inches and under.

## IF CAR IS RIGHT ADVERTISING PAYS

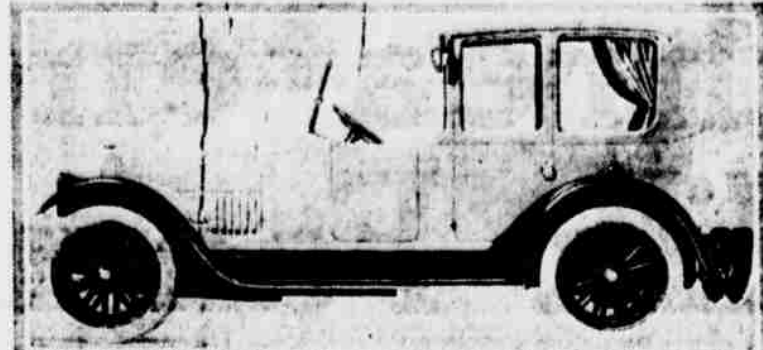
This Is Experience of John N. Willys, Who Plans Biggest Campaign.

"This year as heretofore we shall continue our liberal advertising programme in national publications, farm and trade papers, and we will also conduct a larger newspaper campaign than ever in the past," declared John N. Willys, head of the great Willys-Overland Company of Toledo in answer to a question concerning his future advertising plans. "We find our various models of cars even more attractive than ever before; careful and shrewd buying has fortified us against any possible shortage of materials; the country is enjoying an unprecedented wave of thrift and prosperity and our factory facilities, including new buildings and equipment, are sufficient to warrant an output of 200,000 cars for the year."

Advertising is just as essential in the modern manufacturing business as is the factory in which the product is turned out," continued Mr. Willys. "If you are building a product of real worth and merit, it is obvious that you should inform the public of that fact and thus build up a market for your product. The man who has something worth while to sell and does not advertise that fact is hiding his light under the proverbial bushel and, nine times out of ten, he gets nowhere."

When I authorize an advertising appropriation, I first make myself absolutely certain that the models of cars which we are producing are worth talking about. I want to be sure that we have something in which every reader of an advertising will be especially interested. Then, too, one must take into consideration the general conditions existing as to availability of material markets, general tone of prosperity throughout the country—because if the people haven't money there is no use in trying to sell them automobiles—and also consider our factory conditions relative to the size of the output which we can safely figure on turning out."

## This All Year Kissel Is Popular.



At the all week show of the all year Kissel cars held by Clodio & Engle in their headquarters, Central Park West and sixty-first street, this Victoria town car selling for \$1,850 was a great favorite. Mr. Engle reports an unusual interest in all the models on display and many sales.

### BUYS ANOTHER REPUBLIC.

Borden Gets Good Service and Reports.

"Borden the milkman" has bought another Republic from "Herrman the truckman," and both seem well satisfied.

The Borden Milk Company's new Republic is a big three ton truck with an open top express body suitable for carrying a great many cases of milk bottles. The Republic was purchased on account of the records of several Republics used by the Borden Chicago branch in comparative cost and service tests covering a year's time.

The fact that Borden and so many other big milk concerns use Republics proves that these trucks have been found dependable and economical in handling one of the most perishable products.

Among the milk people using Republics in addition to Borden are the Beebe Dairy Company, Sheffield Farms, Model Dairy Company, Malone Dairy Company, R. F. Stevens & Co., Alexander Campbell, Cooke Milk Company, Highland Dairy Company and Greenfield's Dairy Company. In fact it is rather difficult to name a milk concern of any size that does not use Republic trucks.

### SCRIPPS-BOOTH IN LONG RUN.

Covers 2,100 Miles in Sixty-six Hours.

W. D. Stout of the Scripps-Booth Company has just returned from driving one of the new eight cylinder Scripps-Booths from Detroit to Salt Lake City and reports a remarkable average both of speed and economy.

Twenty-one hundred miles were covered in this trip in nine days elapsed time and sixty-six hours actual time running. Two hundred and thirty-three miles were covered every day of the trip, on the average, although on one day 327 miles were covered and 297 miles the day following it.

The trip crossed seven States and for the whole distance an average of twenty miles per gallon was obtained, while less than two gallons of oil were consumed.

The car arrived at Salt Lake City with the original air in all four tires after carrying a full load at unusual speeds.

The maximum speed attained at any point on the trip was sixty-two miles an hour. One distance of twenty-five miles between towns on a winding road was covered in twenty-five minutes. Spark plugs were not touched during the entire trip, nor were the valves adjusted, yet the motor was as good on its arrival in Salt Lake City as when it left Detroit.

## BEARINGS SERVICE IS VERY IMPORTANT

Bearing Replacements May Be Obtained for Any Car at Any Time

"Three types of anti-friction bearings will always be required in motor car construction," according to A. K. Hebler, general manager of the Bearings Service Company of Detroit. "These types are the taper roller bearing, the straight roller bearing and the ball bearing."

"The reason for these types lies in the unique nature of motor car performance. The bearings of the steam locomotive, running over a smooth road, are subjected to gradual pressure in starting and stopping. Bearings of motor vehicles are subjected to radial shocks due to rough roads. But the bearings of a motor car are frequently subjected to sudden and severe shocks and thrusts from almost all angles."

"Each one of these bearing types is produced by several distinct factories, and is marketed under as many trademarks. In times past it rarely happened that all of these factories maintained service stations in the same cities. Motor car owners were seriously inconvenienced as a result. Unable to secure immediate bearing replacements, it was often necessary to lay up cars for a week or a month until they could come from the factories. Finally there was used for a union service station in each motor car centre where bearing replacements could be secured for any car at any time."

"The Bearings Service Company was organized to fulfill this need. The several branch service stations in many motor car centres maintain at all times a complete stock of taper roller bearings, straight roller bearings and ball bearings. The owner of any motor vehicle—automobile, motor truck, farm tractor or motorcycle—or any garage or repair man may here secure any anti-friction bearing needed for any make of motor vehicle manufactured. Motorists welcome this unique service as the fulfillment of a long felt want."

# ANNOUNCEMENT

## Big New Automobile Company Takes Over Sale of Saxon Cars in New York and Vicinity

## Saxon Motor Company of New York Makes Deal Involving Thousands of Cars and Millions of Dollars

*This announcement records what is probably the biggest automobile transaction in New York history.*

**I**MRESSED by the wonderful values offered in Saxon Cars; convinced of their tremendous sales possibilities, a group of men prominent in retail automobile selling has formed the Saxon Motor Company of New York, 251 W. 57th St., and beginning October 1st will distribute Saxon Cars in New York and surrounding territory.

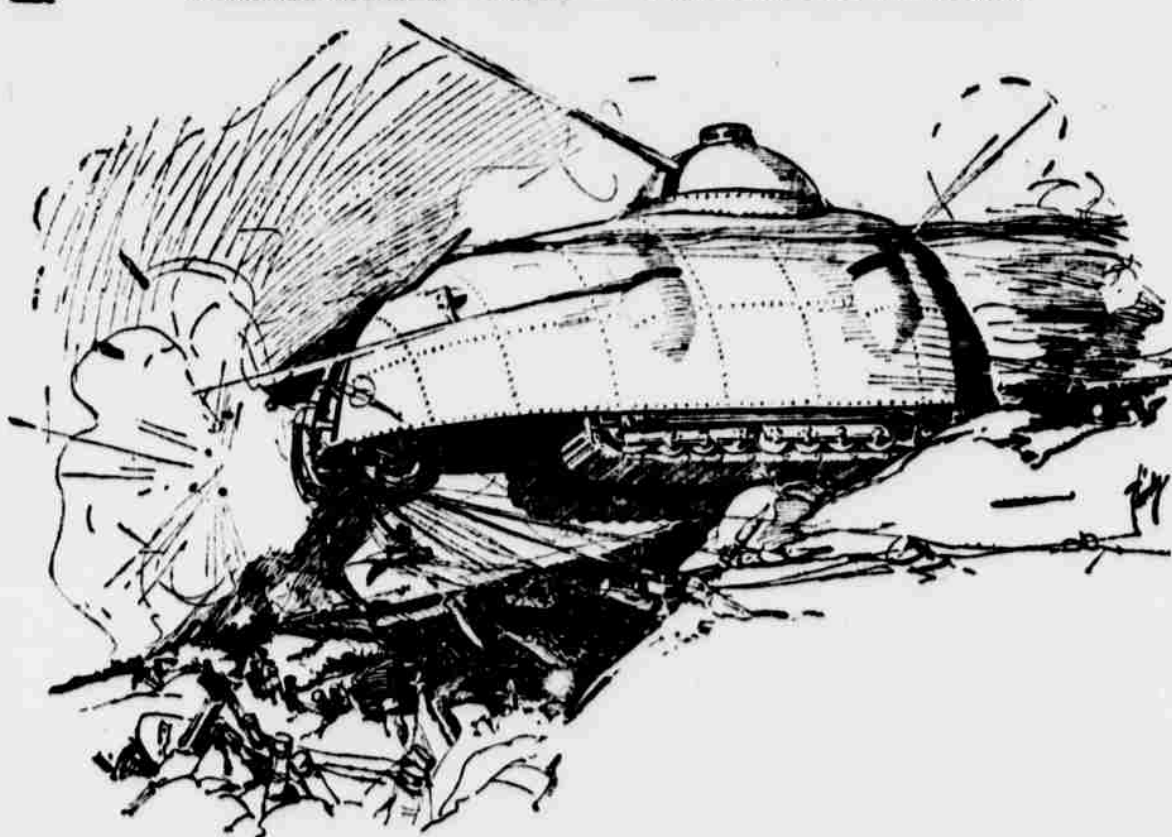
With unlimited financial resources, a well-bulwarked organization and backed by the national strength of Saxon Cars and the Saxon Motor Car Corporation, this new company takes rank among the great automobile merchants of the country.

Coincident with the formation of this new company comes the announcement of the New Series Saxon Cars—the greatest Motor car values ever offered in their respective price classes. Orders are now being taken for the New Series Saxon "Six" at \$815, and the New Series Saxon Roadster at \$495.

The Saxon Motor Company of New York assumes the privilege of distributing Saxon cars with a realization of the obligations undertaken in rendering full service to all Saxon customers in the Eastern territory.

**SAXON MOTOR CAR CORPORATION, DETROIT**

## Famous British "Tank"—Terror of the Trenches.



The above drawing of a British "tank," the travelling land fort which has been used in recent assaults in German trenches in northern France so successfully as to attract worldwide attention, is the conception of an artist who received his information from the Hyatt Roller Bearing Company. The first roller bearings in the world were of this type. They have been used for the British Government by the Holt Manufacturing Company of Boston, Ill. The tanks were designed many years before the war began for the purpose of meeting some of the difficult problems of farming. Except for their armor, their machine guns and their wheels, these tanks are in no way different from the modern Holt tanks. These wheels never touch the ground, but run upon the steel rails.

Holt Manufacturing Company, says that the tanks sent to England weigh about 25,000 pounds each, develop 120 horse-power and are built of steel. The caterpillar feature, he explained, is the most important. In operation the tank crawls on two belts, with corrugated surfaces on either side of the body. The corrugated surface is on the ground. On the inside of the belt, on each side of the body are two lines of steel rails, making four lines in all. These rails are in short sections, joined and operate over a cogged mechanism that actually lays them down with their belt attachment as the tractor moves ahead and picks them up again, so that the car runs on its own self-made track continuously. The short joints in the rails make it easy to turn right or left.

The body is supported by trucks with seven wheels, something like small railroad trucks. These wheels carry the load and stand slightly apart.